



Effective Lobbying:
An Advocacy Team Approach

The Lancaster Friends Advocacy Team

- ❖ Chris Crocamo
- ❖ Tony Crocamo
- ❖ Rhonda Keller
- ❖ Tom Latus
- ❖ Beth Reeves

WHY WE DO THIS WORK

FCNL

- ❑ **Friends Committee on National Legislation:**
national, nonpartisan Quaker organization that lobbies Congress and the administration to advance peace, justice, and environmental stewardship
- ❑ Founded in 1943 by Religious Society of Friends (Quakers)
- ❑ Team of lobbying experts in D.C.
- ❑ Grassroots teams of citizen-advocates across USA

Advocacy Teams

- ❑ 135 teams in all 50 states and D.C.
- ❑ More than 1,500 advocates– Quakers & allies
- ❑ Team members use their power as constituents to make change in Washington, D.C. by building relationships with Congress grounded in mutual respect and listening.
- ❑ Network started in 2015
- ❑ Lancaster Team joined network in 2017

A word about Friends in Pennsylvania

- ❑ Pennsylvania is steeped in Quaker history
- ❑ Christian Nationalists today have claimed that Penn founded his colony as a Christian state and that our Commonwealth should return to those roots
- ❑ Penn, however, was a champion of religious diversity and individual rights
- ❑ FNCL's approach, rooted in the testimony of equality, is antithesis of Christian Nationalist approach

Advocacy Team Benefits



- ❑ Shared Responsibilities
- ❑ Mutual Support
- ❑ Preparation
- ❑ Built-in Backup

Advocacy Team Roles



Before

- Form Team, Designate Roles
- Scheduler: Meeting Date/Place/Time/Length
- Participants Conduct Research
 - ▣ Looking for Common Ground
 - ▣ Potential Links to Legislator



Before



Think it Through

- Script the Meeting
- *What Brought Me Here*
 - ▣ Personal, values-based story
- Create the ASK
 - ▣ Clear statement: what you want legislator to do
- Create Debriefing Agenda

Before/Your *WBMH* Story

- Your *WBMH* Story
- Frames Our Issue Through Your Personal Experience
- Identifies Values
- Relates Your Values to Our Issue



Before/*Your WBMH Story*

- *Your WBMH Story*
 - What Brings You to this Work?
 - When/How You Become Aware of the issue?
 - Key Elements of Your Story
 - When I was...
 - Something Happened...
 - I learned...
 - That's why....



Before/*Your WBMH Story*

- Write Your *WBMH Story*
- Share Your *WBMH Story* with Team
- Request Feedback
 - Is it Clear?
 - How Could it be Clearer?
 - Does it Work?



Before/The ASK

- ❑ Clear Statement
- ❑ What We Want the Legislator to Do
- ❑ Related to Where We are in the Process
- ❑ Related to Legislator's Position
- ❑ Part of Leave Behind Document

Legislative Positions				
Leader Against: Active advocate against our position.	Against: Has expressed opposition to our position.	Neutral: Unfamiliar or noncommittal Swing: has expressed pros and cons to our position, but undecided.	For: Sympathetic to or supports our position.	Leader For: Active advocate for our position..

Before/The ASK

Legislative Positions				
Leader Against:	Against:	Neutral or Swing	For	Leader For
What strategic ASK can we make?				
Reduce Opposition	Avoid Negative Action	Invest in the issue. Review positive aspects of our goals. Team hears and addresses reservations.	Become a leader through vocal advocacy	How can we help you shepherd Legislation, and raise awareness? How can we support you on this issue?

Before/The ASK

Legislative Positions

Leader Against:	Against:	Neutral or Swing	For	Leader For
-----------------	----------	------------------	-----	------------

Use These Tools to Win Support

Tell Your *WBMH Story* to Humanize the Issue

Explore the motivation for their opposition. Make clear specific ASK toward neutral Action.	Make clear specific ASK toward positive action.	Issue Press Release of their support.	Encourage continued advocacy, offer support of those efforts.
---------------------------------------------------------------------------------------------	-------------------------------------------------	---------------------------------------	---------------------------------------------------------------

Media

Research and communicate shared values. Include those shared values in letters, phone calls, releases, and during events. Demonstrate and reinforce community support.	Ask members to draft or sign-on to op-eds we write. Give regular positive feedback for legislators' support
------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------

Before

- Rehearse
 - ▣ Brainstorm Q&A
 - ▣ Practice *WBMH Stories*
 - ▣ Practice The ASK
 - ▣ Review Meeting Flow
 - Who speaks when



During-Beginning



- Arrive Early
- MC :
 - ▣ Thanks Legislator
 - ▣ Explains Who We Are
 - ▣ Introduces Delegation
- Note Taker Provides Team Contact List to Legislator

During-Middle



- MC Makes the Group's ASK
- Team Tells *WBMH Stories*
- MC Repeats ASK and Requests Response
- Team Listens Carefully to Legislators Response

During-End

- MC Moderates Responses
- Team Member Repeats ASK
- Distribute Leave Behind
- MC Discusses Follow-up
- Team Thanks Legislator



After

- Gather to Review/Revise Notes
- List Unanswered Legislator's Questions
 - Best Source for Answer
 - Assign Team Member to Answer Each
- What worked, What to Improve



After

- Who Does What When
 - ▣ Debriefing Report
 - ▣ Who Else Needs Meeting Info?
 - ▣ Press Release/LTE/Social Media
 - ▣ Thank You Letter and Response to Questions



Ten Steps to Success



1. Form Teams
2. Define Roles
3. Schedule Meeting
4. Research Legislator
5. Prep *WBMH Stories*
6. Prep ASK
7. Rehearse
8. Meet
9. Debrief
10. Repeat